Doctoral Thesis:

Factors affect the relationship between green intention and green behavior of Vietnamese consumers

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5. The objectives and scope of study

Objective of study:
- To explore green consumption in Vietnam,
- To find the factors that increase or decrease the affect of green intention to green behaviors.
- To recommend the policies in both firm and government level to improve the green behaviors in Vietnam.

Scope of the research: The research is targeted to study green Vietnam consumers

6. Research methodology:

The researcher uses both qualitative and quantitative methods to do the dissertation. Secondary data was collected, analysed and compared to summary for the international experience of green consumption.

Questionnaires were developed and launched on the population of 600 consumers in Vietnam. Questionnaires were designed to explore factors affect the relationship between green intention and green behaviors of Vietnamese consumers base on the integrative framework of Environmental consumption behavior of H.Rylander and Allen (2001) and were analyzed by SPSS software.
7. Findings and conclusions:

Base on the research output, green intention affect strongly to the green behavior of consumers in Vietnam. The using of nilon bag is very popular in Vietnam even Vietnamese consumers fairy concern about the environment.

Among 4 factors including: enviroment concerns, perceived consumer effectiveness (PCE), promotes of enterprises and product availability, PCE is the factor that strongly affect the relationship between green intention and green behavior of consumers in Vietnam.

The study also found that, gender moderates the relationship between green intention and behavior. Affect of green intention to green behavior of a man is greater than of a woman in Vietnam. The habit to buy food and other things in traditional market weakens the relationship between green intention and behavior and the income of family strongly affect to the relationship between green intention and behavior in Vietnam but The study does not find the influence of referents to the relationship between green intention and behavior of consumers in Vietnam.